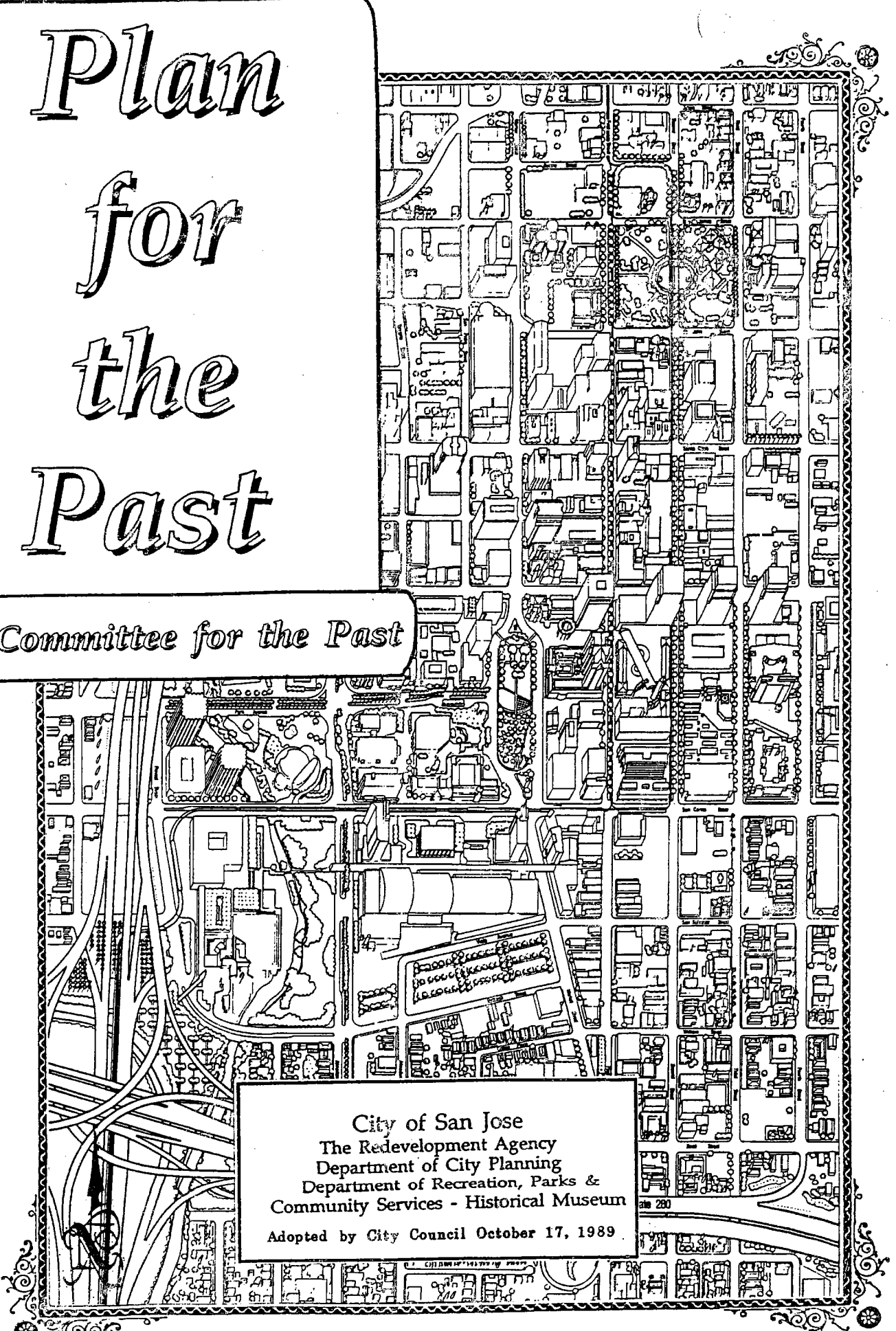


# *Plan for the Past*

*Committee for the Past*



City of San Jose  
The Redevelopment Agency  
Department of City Planning  
Department of Recreation, Parks &  
Community Services - Historical Museum

Adopted by City Council October 17, 1989

# PLAN FOR THE PAST

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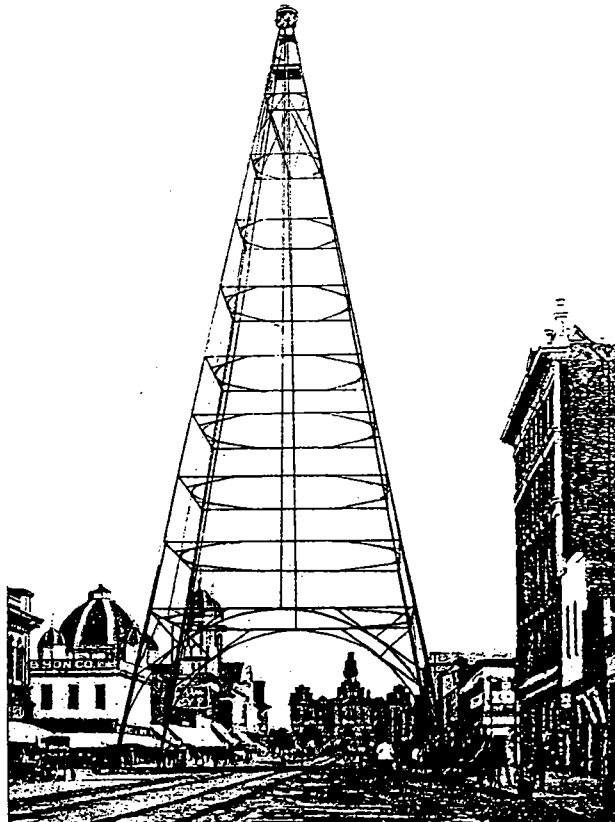
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The Committee For The Past expresses its appreciation to the following individuals for their support during the study:

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## **PREFACE: THE VISION, THE PROCESS, THE PLAN**

*San Jose is a special place, with a long and distinctive history that began long before Thomas Fallon hoisted the Star-Spangled Banner over the Juzgado. From the time of the first adobes, we have adapted to the landscape and, when necessary, we have changed the land to meet our needs. The unique character of San Jose's diverse community reflects this past. Community character also has a physical dimension. Buildings are quiet voices from the past speaking of our heritage, now and in the years to come. Community preservation tells us who we are and how we got here--and it gives us the tools to show us how the different generations of men and women, ethnic groups and individuals, craftsmen and architects, farmers and politicians of San Jose have responded to the fundamental needs required for building San Jose.*

*In recognition of San Jose's heritage, the City Council has directed the Committee for the Past to develop a plan dedicated to preserving, rebuilding and celebrating the traces of our past that distinguish San Jose and make it a special place. The Committee for the Past believes that a successful plan for our future is possible only when it is conceived with an awareness of our past and with a respect for the historic character of our diverse community. The Committee is committed to the principle that economic success and development go hand in hand with historic preservation.*

*In San Jose we can be proud of our recent record of preservation success. The future will bring new challenges and opportunities. Guided by our understanding of the Downtown as the central feature of the cultural (and political/economic) landscape, we realize that this is the forum for developing the Plan for the Past. Successful development will come from an integration of preservation concerns and economic growth. To effect that synthesis, the City Council has directed the Committee to assist in developing a Plan For The Past, which articulates thoughtful, effective projects and programs.*

**PREFACE**

*In this endeavor, the Committee has been meeting from 1988 to 1989 to develop the City's Plan For The Past. The Plan identifies projects of highest priority for restoration, re-creation and promotion.*

*The following are the Committee's findings, followed by a list of recommended program implementation measures that are important in completing the Plan for the Past.*

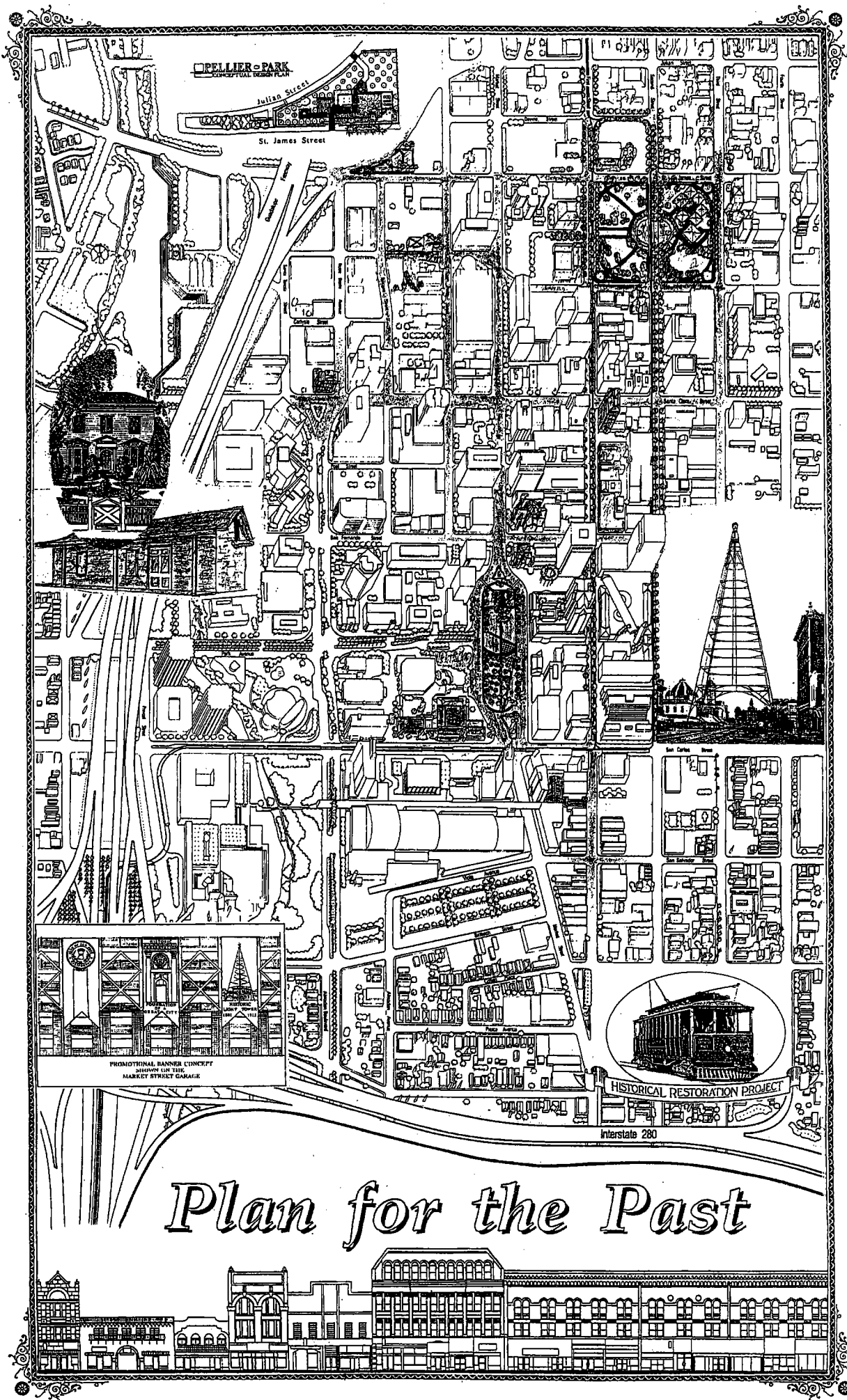
### **COMMITTEE FOR THE PAST FINDINGS**

- o The key to developing an effective and successful Plan For The Past is through the restoration and re-creation of our City's most significant historic structures. The most important job of preservation today is to encourage the effective utilization of historic properties.
- o The City's physical historic resources, i.e., structures, sites and facilities, should not only serve as a monument to identify our heritage, but also provide a central place for activities and public uses.
- o Preservation of the past is often inspired by a combination of nostalgia, patriotism and a sense of pride in community, culture or ethnic heritage. It is time to move historic preservation in San Jose from a movement by select enthusiastic proponents to a Citywide ethic. Events, celebrations, art and promotions will help to instill a community identity and deliver a message.

## PREFACE

**PROGRAM IMPLEMENTATION MEASURES**

- o The City should encourage the preservation and rehabilitation of the most historically significant structures in order to promote a greater sense of historic awareness and community identity and to enhance the quality of urban living.
- o The City should prepare a complete historic resources survey and inventory of historic structures, sites and districts.
- o The City should increase its program to designate the most valuable historic properties throughout the City as Local, State and National Historic Resources.
- o The City should encourage the identification and development of those sites that represent important contributions from all segments of the City's diverse history, from the early Native American heritage through Santa Clara Valley's rich agricultural development to the renaissance of the Downtown.
- o The City should provide an annual budget to accomplish the goals and objectives of the Plan For The Past and the Historic Preservation Program.
- o The City should continue to develop educational programs relating to local history and should encourage community interest in historical awareness, especially in our schools.
- o The City should provide for an archival program to collect and preserve items of local historical significance.
- o The City, through its San Jose Arts Program and other similar programs/resources, should provide for public art that recognizes the City's historical figures, structures and events.
- o The City should encourage the development or continuance of events, festivals, art projects and promotions that would celebrate our history and the diversity of our ethnic heritage.



# *Plan for the Past*

## I. DOCUMENTING OUR PAST

*The key to deciding whether an historic property is significant is to have a carefully devised methodology established for documenting and evaluating the property. The focus of the Plan For The Past is to identify historic properties that are important because they help establish the character of the City and tell its history. The Plan's programs are broad, encompassing archaeological sites as well as historical structures; important historical buildings and ones of architectural merit; residential, institutional, commercial and industrial properties; and urban, suburban and rural properties. The Plan's methods are equally diverse, including surveys, grants, guidelines, photo documentation, archives and curation.*

*Our ability to plan effectively to preserve the historic landscape depends on our skill at identifying, documenting, recording and responding to changing influences. The role of The Plan For The Past is to advocate, assist and guide the City and its citizens to preserve the spirit of our community. Active preservation in the future must be based on a strong foundation today. Through accurate, complete and educational documentation, the Plan For The Past can unfold and provide the guidelines for a strong commitment to preserving the community's past.*

*Historical sites link the present to the past. Preservation of our history enables every community to recognize and validate its antecedents, thereby assisting in careful planning for the future, oftentimes utilizing resources that once were considered worthless. The Plan For The Past is committed to documenting our past and preserving the history of our City. The Plan For The Past shall preserve the evidence and conserve the heritage, tradition and spirit of our historical forebears in this City for successive generations to follow.*



## DOCUMENTING OUR PAST

### DOCUMENTING OUR PAST

The City should confirm The Plan For The Past findings regarding the necessity to expand documentation and evaluation of our community's historical treasures. These projects include:

#### o City Historic Inventory

An Historic Resources Inventory, cataloguing over 2000 historic structures, was published in January 1987, after City Council adoption in 1986. The Inventory is a valuable reference guide for land use and development planning as related to historic preservation. It is important to note that this Inventory does not include all of San Jose's notable historic and architectural resources. Many significant structures have not been surveyed. In addition, this Inventory consists only of a listing of structures with simple annotations. The inventory should be expanded to include descriptions, photo documentation and evaluation.

San Jose's long and colorful history provides a significant contribution to a sense of community identity. The noteworthy architecture and craftsmanship of our early structures are all that remain to provide a living historical record for the present and future generations of San Jose. In order to further encourage interest in our community identity, it is important to instill in our citizens an awareness of San Jose's historic heritage. An Inventory would promote awareness of these community resources.

Whereas the existing Inventory presents an excellent foundation, The Plan For The Past encourages completion of additional historical and architectural data in order to derive a complete survey of historic structures. This survey should initially identify areas of significant historic resources within the Downtown Core and Frame areas of the City and ultimately provide a complete citywide survey.

## DOCUMENTING OUR PAST

### **o National Register/State Landmark Designation Program**

The City of San Jose is richly endowed with historic structures and districts that qualify for National Register and State Landmark status. Such recognition will further enhance our heritage and raise our City's prominent City landmarks to the State and National historic level where they rightly deserve inclusion.

**The Plan For The Past recommends building upon the City's Historic Landmarks Inventory and Preservation Program to fully document existing structures and promote designation of significant additional structures on the State and National Registers.**

### **o Grant Applications/Government Lobbying**

With a well-conceived historic preservation program in place and given the projects that this Plan proposes, it is timely to pursue funding from other sources which will help produce immediate results. The City should encourage the continuation and expansion of Federal and State programs which provide tax and other incentives for the rehabilitation of historically or architecturally significant structures.

**The Plan For The Past encourages the establishment of a program to pursue funding through grant programs for the preservation of significant historical and archaeological resources. Furthermore, the Plan recommends expansion of lobbying efforts at the State and National levels to ensure the continued development and enhancement of our City's preservation efforts.**

### **o Historic Preservation Guidelines**

The future will bring the City's preservation program new challenges and opportunities. Guided by our understanding of our heritage, our ability to plan effectively to preserve the historic landscape relies on our skill at identifying and responding to changing forces. These changes and development require understanding of the sensitivity and the context of our historic fabric. This can best be achieved through the development of historic preservation guidelines.

Historic preservation guidelines are the criteria developed to evaluate proposed changes or additions to historic properties. These guidelines are also useful in educating the public about the character of sites and/or districts and how to protect and develop that character.



## DOCUMENTING OUR PAST

## o Archives, Curation and Collection Programs

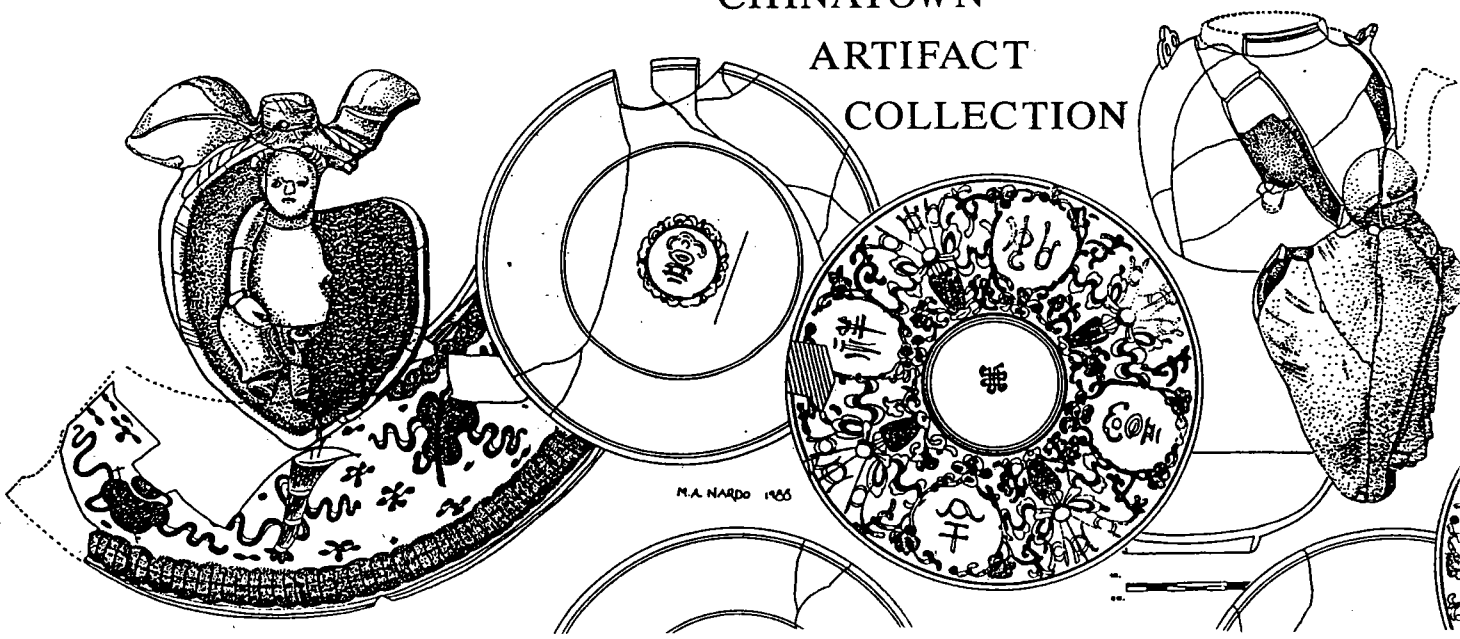
The details of local history are preserved in such information as land records, court records, tax lists, personnel manuscripts, school records, genealogies and maps/atlas. A manuscript census can help reconstruct the lives of past families, recreate a section of a city, calculate growth or identify changes in the ethnic or economic composition of a community. Local directories and newspapers contain a wealth of information documenting our society, its tastes and customs, jobs, businesses and community activities. Maps and aerial photographs document our growth and how we shaped our environment to build a City. Historic photographs educate us and provide the keys to unlocking and understanding our past. People embody history and provide the intimate details of community life.

In order to preserve and recreate, to celebrate and promote our heritage, the City needs a strong archival, curation and collection program. The Plan For The Past reaffirms the City's responsibility to collect and preserve items of local history. This also includes the need for appropriate storage facilities, encourages the continuation of research and cataloguing of historical artifacts and planning for exhibits and publishing.

Without some repository for records, the total past becomes no more than a myth with reality often being distorted. Reliance on oral history to preserve the past when we have so many more accurate methods available today is unnecessary. Our drawings, maps, photographs, letters and records all present accurate images of our traditions and provides for an understanding of our past.

The Plan For The Past recommends the development of an archival, curation and collections program including an archival repository and a program for exhibitions and publications relating to the archives.

## CHINATOWN

ARTIFACT  
COLLECTION

## II. PRESERVING AND RECREATING OUR PAST

*The key to developing an effective and successful Plan for the Past is the restoration and re-creation of our City's significant historic structures. These structures should not only serve as monuments to identify our heritage but also provide central places for public activities and uses. Preservation planning entails making decisions of selection. The Committee for the Past was charged with setting priorities for projects so that limited human and financial resources can be best allocated to complete the Plan's recommendations in five years, and perhaps, inspire the development of other projects that would add to the City's heritage.*

*The Committee's physical projects program focuses on the identification of historic properties that are important because they help establish the character of the City and tell its history. The Committee's task was to identify projects that recall the ideas, people and events shaping our heritage and framing our sense of place. The historic significance of these buildings and monuments should intensify our experience of the past.*

*The most important job of preservation today is to encourage the optimum adaptive reuse of historic properties. While providing a usable "living" space, be it for a museum, home, retail shop or public gathering, the historic structure can also offer a fascinating reminder of daily life in a long-forgotten San Jose.*

*The Plan For The Past identifies a number of physical projects that would contribute significantly to the City. This Plan identifies those physical projects in two groups. The first group consists of historical structures or sites for which priority should be given for preservation within the time frame of the five year Plan. The second group includes ancillary projects which would greatly enhance recognition of the City's heritage.*

## PRESERVING AND RECREATING OUR PAST

**PRIORITY PROJECTS**

The City should confirm the Plan For The Past findings regarding the necessity to preserve and recreate our community's historical treasures. Projects identified to implement these recommendations include:

o **THE THOMAS FALLON HOUSE/PERALTA ADOBE COMPLEX**

Resting on its original site on St. John Street, the Fallon House is classical and stately. Built in the 1850's by adventurous Thomas Fallon, it was meant to call attention to his newly-found wealth and gentility. Constructed pre-Civil War, pre-Indian Wars, the house today is San Jose's last vestige of the Gold Rush era.

The side of the structure faces West St. John Street and is on the route of the City's History Walk. Deceiving in appearance from the outside, the house is spacious and elegantly proportioned. Although it has suffered from a century of neglect and been subjected to various additions, the California redwood edifice has withstood the elements. Its carved mantels, curving staircase, fancy plaster work and fine craftsmanship remain. The garden of the house can be recreated and the house can be renovated and furnished to show the luxury that was available to wealthy Californians during an era typified by mud streets and dirt floors.

Across St. John Street from the Fallon House, the Peralta Adobe is an authentic reminder of the pre-American period in California. Straightforward and sturdy, it typifies the homes built by the Spanish in the late 1700's in the Pueblo of San Jose. As part of a living history complex, the adobe could illustrate how the large and prosperous Peralta family (17 children) were content to live in two rooms and a loft. The answer is that they lived outdoors where the light was better and did their cooking, eating and chores on the porch.

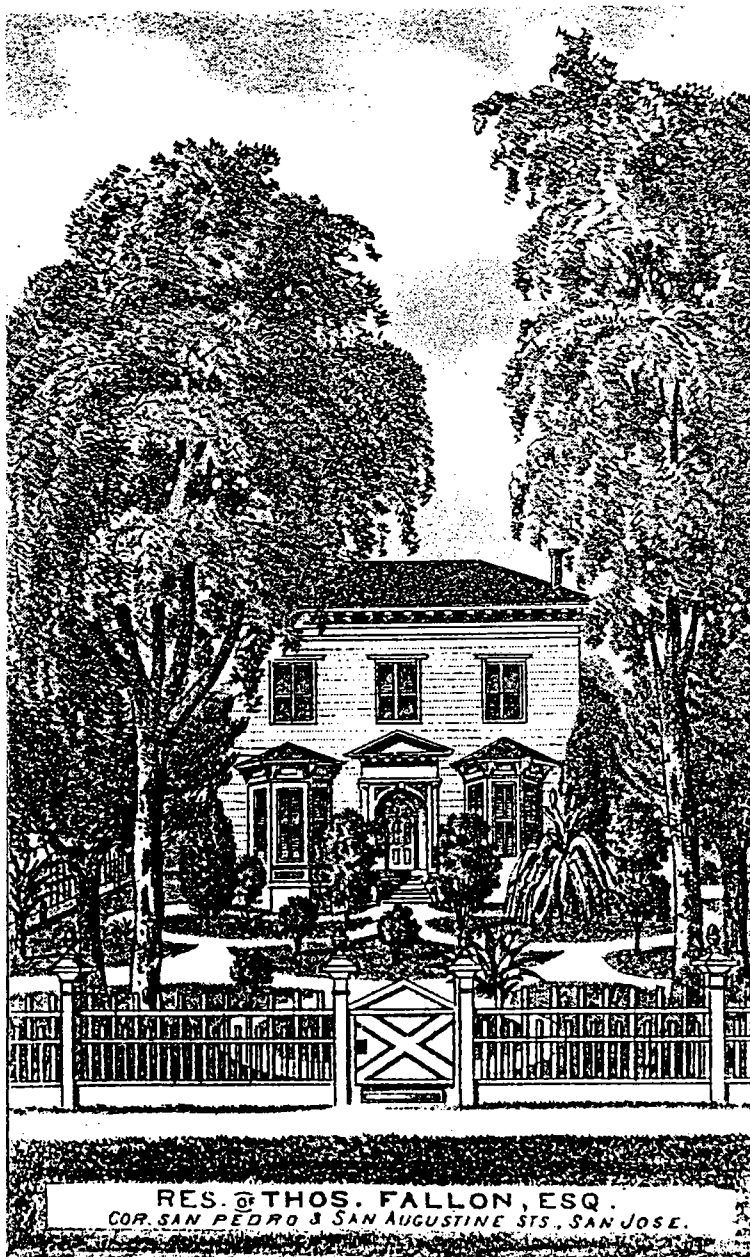
The adobe's grounds are large enough to provide outdoor demonstrations and workshops which would reconstruct the living history of that period. The rotation of displays by archaeologists and local craftsmen of this era could be included. Most importantly, bringing life back to the adobe will revive our long-submerged Spanish roots.

The Plan For the Past calls for the recognition of the strong historic presence of the Fallon House and Peralta Adobe by the establishment as an historic enclave. The Plan would link the two sites by St. John Street with a street closure between San Pedro and Terraine Streets. This concept would unify the historic buildings in the area and create a special historic complex, which would provide an interpretive living history

## PRESERVING AND RECREATING OUR PAST

center. This area would commemorate significant periods of California's past within the context of an intense and dense Downtown core.

Furthermore, the Plan For The Past recommends acquisition of additional properties for the historic complex to provide a space to highlight and celebrate the Mexican period of San Jose's history.



## PRESERVING AND RECREATING OUR PAST

## o THE LIGHT TOWER

Built in the 1880's, the electric light tower was a beacon high over the City of San Jose. It towered over the small Victorian city and its surrounding miles of blossoming fruit trees. The idea of illuminating Downtown San Jose with an electric tower was initially proposed by J.J. Owen, the founder and publisher of the San Jose Mercury News. The tower was constructed over the intersection of Market and Santa Clara Streets.

The final structure was 207 feet tall with six 4,000 candlepower lights and a 30 foot flagpole. The four tower legs were supported by interior circular bracing in addition to the normal cross-bracing. These braces were later decorated with lights.

The lights came on for the first time on the evening of December 13, 1881. Light was provided within a one mile radius. The light enabled people one mile away to read their pocket watches. The tower was easily visible from the Almaden Hills. San Jose became the only city west of the Rocky Mountains to be illuminated by electric light. At the time the light tower in San Jose was the brightest in the United States and the third brightest in the world. People from around the world came to San Jose to view these night lights.

The light tower became a symbol indicating that San Jose was progressive and on the cutting edge of the future. The City of San Jose still possesses that adventurous, dynamic and visionary spirit. That spirit is now directed toward finding a more advanced chip, floppy disc or software package. The search for greater light emanates in laboratories of our industrial parks. But the theory is the same. The light tower represents our heritage of innovation and development. Providing an attraction as well as a symbol of the City's innovative heritage, the light tower should be recreated in conjunction with more practical and public uses such as a tourist information center, restaurant or the focal point of a Victorian garden.

The Plan For The Past recommends the recreation of the light tower as an historic image of our development. The light tower should be built either as an historic replica or a symbolic representation. Recognizing the development constraints of today, with FAA height restrictions and dwarfing highrises, the City should prepare an urban design study to find an appropriate site and design that will enable representation of the historic light tower and the progressive spirit that it rekindles from our past.



## PRESERVING AND RECREATING OUR PAST

### o HISTORIC SAN JOSE: A DOWNTOWN WALKING TOUR

Layers of history give our City its unique appeal. Plaza Park is part of the original plaza of 1797 Pueblo de San Jose and is the oldest continuously used public open space in the City. The plaza was the hub of the old Spanish settlement. The first California State legislature met here in 1849.

St. James Park and its environs were the heart of the San Jose of the 1900's. While the Plaza had been the center of the older Hispanic settlement, St. James Park and its surrounding buildings reflect the aspirations of an emerging American city.

One of San Jose's earliest skyscrapers, the Bank of America Building has served as a local landmark since 1926. There are many other treasures in our Downtown: the Knox-Goodrich Building, St. Joseph's Cathedral, the U.S. Post Office, and the sites of the Juzgado and the first radio broadcasting station. San Jose also has a proud history in leading the state of California and the nation in such areas as radio, music, and education. All of these sites and structures weave the layers of our past into the present. Placed within this historical context and connected by a walking tour, these sites demonstrate how successfully we can incorporate the elements of documenting, preserving and celebrating our past.

The Plan For The Past should continue to expand this wonderful linkage of past to present and enable our citizens, school children and tourists to recognize and enjoy our heritage. In conjunction with the San Jose History Walk, the Plan For The Past should identify and document further citywide historic treasures that represent additional layers of our history.

The entire City is rich in historic structures. Our agricultural heritage is evident in the Smith and Overfelt houses and the Almaden Winery. Stately mansions such as the Hayes Estate and Wehner mansion embody a grandeur long past. The rich ethnic heritage is exemplified by the Japanese Kuwabara Hospital and Germania Hall. The Victorian homes of the Hensley District and Willow Glen are representative of the sense of community of a bygone era. The Winchester Mystery House, Alum Rock Log Cabin and Berryessa Elementary School all celebrate the diversity of our City's history.

Sites within each City Council district should be identified and recognized for their historic contribution. In this endeavor, the Plan For the Past recommends development of an historic marker program denoting these sites and a publication program showing, on a citywide map, the historical remnants of our heritage. These markers, in conjunction with public art and promotions, should commemorate the historic "firsts" in San Jose's history.

## PRESERVING AND RECREATING OUR PAST

### o THE HISTORIC TROLLEY PROJECT

The San Jose Trolley Corporation is working hard to restore six vintage trolleys. This is creating a great deal of excitement in San Jose. The effort to restore these historical streetcars is among the most notable of its kind in the United States.

Two vehicles currently being restored actually ran in San Jose starting in 1913. Some of the other trolleys ran in Santa Cruz and in Sacramento. Each vehicle is a piece of living history, and each has its own distinct character. Serving the Downtown Transit Mall, passing historic structures and documented in the San Jose History Walk, these historic trolleys represent a moving tribute to our community's past.

The Plan For The Past recommends the restoration and active use of the historic trolleys in our Downtown and at the Historical Museum.

### o HISTORICAL MUSEUM OF SAN JOSE

The Historical Museum demonstrates the City's continuous commitment towards promoting the basic elements of the Plan For The Past: documenting, preserving, recreating and celebrating our past. This turn-of-the-Century living history center provides a foundation for exhibiting the cultural heritage from which our community grew. The Historical Museum site recreates early San Jose, striving to depict the environment of an earlier era. The Museum contains a vast collection of structures, artifacts, and resources and heritage.

The Plan For The Past supports the continued development of the Historical Museum and its programs for advancing local history. This Plan supports the Museum Master Plan update, including the development of a physical, operational and economic development plan and infrastructure plan to support complete museum development.



## PRESERVING AND RECREATING OUR PAST

### o PELLIER PARK BEAUTIFICATION PROJECT

Santa Clara Valley at one time cultivated about one-fifth of all the prune trees in the United States. Louis Pellier, a resident of San Jose, was the person most responsible for the beginning of the multimillion dollar prune industry in California. He settled in the City of San Jose in 1850. Purchasing a tract of land which fronted on the west side of San Pedro Street, Pellier planted a nursery and orchard, cultivating flowers, plants and cuttings of French varieties of grapes. When his orchards began to bear fruit, Pellier prospered. He purchased adjoining properties from time to time, all of which he merged into a single acreage under the name "City Gardens".

Pellier Park, located on St. James Street, is master planned as a small prune orchard memorializing Lewis Pellier. This park will provide a quiet atmosphere as a respite from today's urban surroundings, harking back to the Valley's rural beginnings.

**The Plan For The Past recommends the completion of the Pellier Park Beautification Project as a tribute to our City's agricultural beginnings. Pellier Park is already a designated City Landmark.**

### o THE FOX THEATRE

Built in 1927 with seating for 1,800, the Fox Theatre was San Jose's entry into the "golden age of the movie palace". During the theatre's early years, appreciative audiences were treated to both live acts and films, with a theatre organ concert preceding each performance. This Spanish Renaissance Revival theatre is the best remaining example of this style of architecture in San Jose.

When it opened, the Fox represented a center for the City's performing arts. With the renaissance of the Downtown, this historic theatre can once again contribute to the City's needs for performing arts facilities while at the same time provide patrons with a rare vision of our City's colorful historic past.

**The Plan For The Past recommends the completion of the renovation of the Fox Theatre to support the City's growth as a center of performing arts and to provide our community with a rich historic foundation for the Downtown.**

## PRESERVING AND RECREATING OUR PAST

### IMPORTANT PROJECTS

The City should confirm the Plan For The Past findings regarding the need for preserving and recreating our past. Important projects that have been identified as contributing to this goal include:

#### o STATEHOUSE

The first California State legislature met in a two-story adobe statehouse in 1849 when San Jose was named the State Capital. San Jose became the first city in California to become incorporated after statehood. The structure was built at the City's expense and contained one large upper floor for the 36-member Assembly and four ground floor rooms with the largest for the 16-member Senate.

Reproducing the historic statehouse would depict the City's strong antecedent political background and its early contribution to democracy in the State. This recreation of our past would also provide an information base for educational programs relating to local and State history.

The Plan For The Past recommends the replication of the historic Statehouse.

#### o OBSERVATION DECK

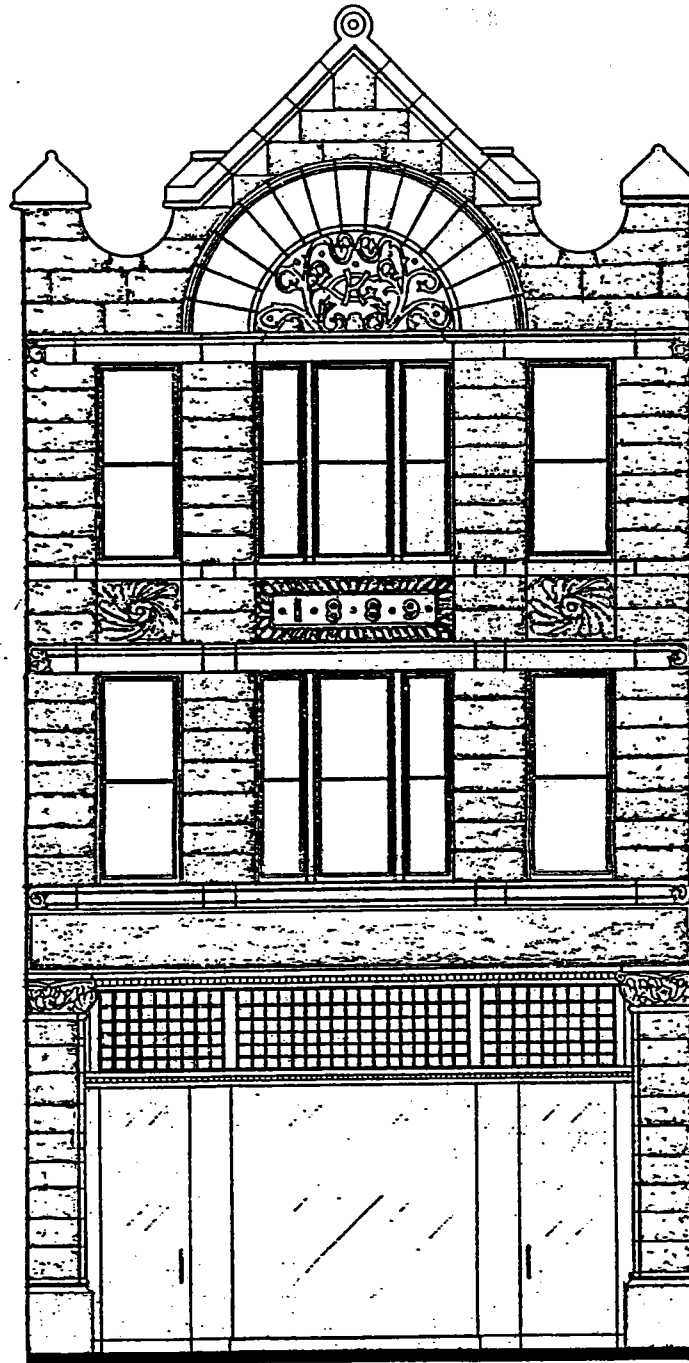
Every great city is built in layers, composed of structures and sites from different periods in history. Often scattered throughout a city, these structures provide linkages to the city's heritage, recreating, in essence, a complex mixture of time. When viewed individually, these structures demonstrate a single period in a city's growth. However, when viewed collectively within the context of the contemporary skyline, the melding of past and present come to life in a panorama for the public.

This panorama can be most appreciated from an observation deck where one can view the collective growth of a city. An observation deck would provide a perspective of growth in San Jose incorporating turn-of-the-century San Jose with the current skyline. From a deck, students, tourists and citizens could identify historic structures that still exist and link them to the present.

The observation area could be incorporated into the development of a new high rise structure. The provision of a public space and development of an historic panoramic pictorial could be accomplished with the funds from the 2% art fund from major development. Consideration could also be given to development of an observation deck in a future downtown City Hall or Library.

## PRESERVING AND RECREATING OUR PAST

The Plan For The Past recommends development of an observation deck in the Downtown enabling panoramic views of San Jose incorporating the San Jose of the 1880's with the San Jose of the 1980's.



KNOX-GOODRICH BUILDING

## PRESERVING AND RECREATING OUR PAST

### o FRUIT DRYING SHED AND ORCHARD

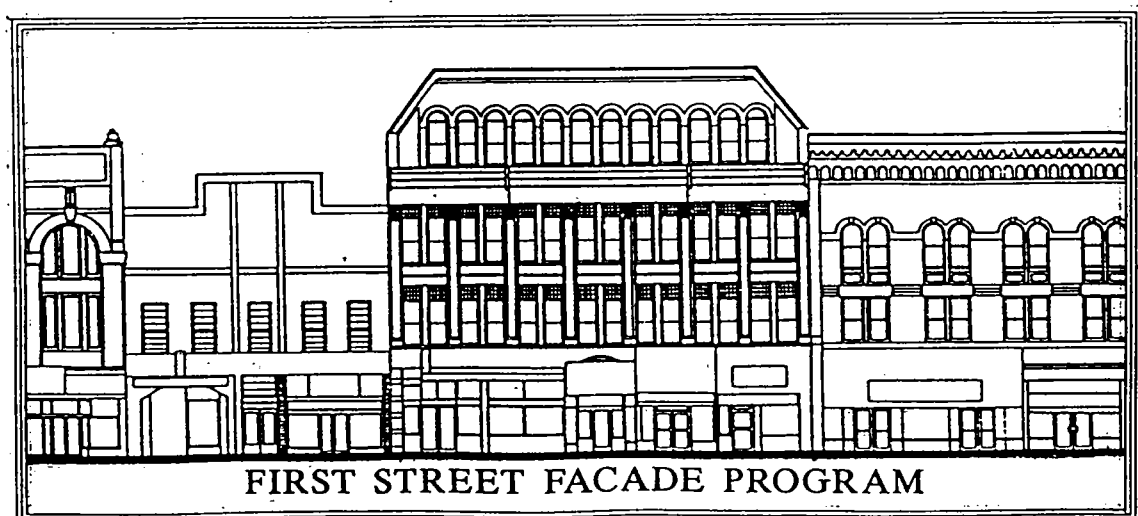
The orchards and fruit drying sheds of San Jose once created an economic climate for the Valley comparable to what the silicon chip has done today for the Santa Clara Valley. Little remain of the blossoming fruit trees which once encompassed the entire Valley. With a heritage so fertile, we should recreate an historical tribute to the agricultural industry of the past. This can best be exemplified in a living historical tribute. Pellier Park and the farmhouses discussed earlier provide this type of agricultural re-enactment. However, this once prevalent agricultural lifestyle can also be depicted with a living orchard and drying shed, the very elements of the type of agricultural environment so pronounced in San Jose at the turn-of-the-Century. The future Guadalupe Gardens would provide an excellent setting to recreate the fruit drying shed and/or orchards.

The Plan For The Past recommends recreation of an historical orchard and fruit drying shed to demonstrate this community's strong link to its agricultural heritage.

### o ASSIST RETAIL/COMMERCIAL DEVELOPMENT IN HISTORIC BUILDINGS

The City's First Street Facade and Facade Improvement Grant (FIG) Programs demonstrate the success of balancing the need for economic growth with the desire for protecting the unique character of the older commercial areas in or near Downtown San Jose. Our historic resources can help provide the building blocks for compatible community development and economic revitalization.

The Plan For The Past encourages continued economic assistance for retail and commercial development in historic structures.



### III. CELEBRATING OUR PAST

*Preservation of the past is often inspired by nostalgia, patriotism, and a sense of pride in our community, culture or ethnic heritage. The past is not just buildings and monuments. It encompasses all aspects of a former era. Although many of our most prized historic resources disappear before we recognize their value, our culture and heritage live on, continuing to influence and shape our lives. It is time to move historic preservation from a movement of enthusiastic proponents to a Citywide ethic. Events, celebrations, art and promotions can assist in identifying aims, enhancing efforts and delivering messages in the pursuit of preservation. Celebrating the past can be as simple as a banner proclaiming "Historic Preservation is the Foundation of a Great City" or as elaborate as a festival celebrating our ethnic/cultural past or historical period.*

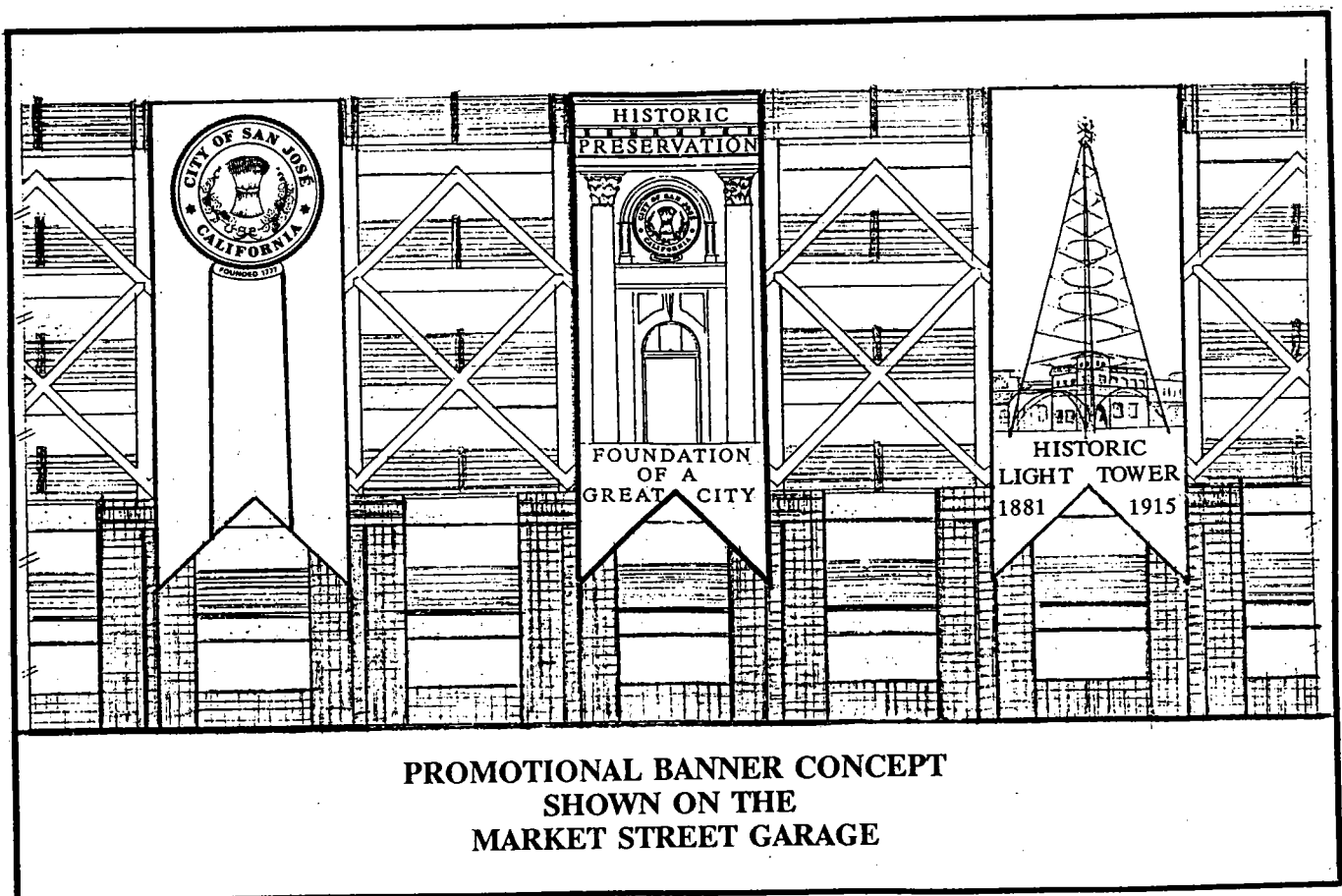
*At their best, festivals and celebrations unite participants in a spirit of camaraderie. Most traditional and ethnic festivals attempt to involve the entire community. Participants often experience an increased awareness of others and their surroundings and are reminded of the human continuum through both these relationships as well as their ties to past periods in history. This recognition of this continuum has been strengthened with the recent revival of traditional festivals. Historic processions and celebrations provide participants with an opportunity to recreate significant events in their community's past, and thus, to maintain a meaningful connection with their history. The participants usually consist of both citizens and tourists alike, depending on the publicity and fame of the particular public event. Celebrations strengthen the traditions of our past and also draw participants to historic plazas and preserved structures.*

*Another tool for stimulating curiosity and interest in the community's heritage is public art, which is often utilized to remind the community of significant events or people and to celebrate historically significant values, traditions and*

## CELEBRATING OUR PAST

*customs. Public works of art can promote historical interest by depicting different facets of history and highlight cultural achievements. In addition, public art can give meaning to an historic plaza or celebrate a period in time or just a single event. The art is inevitably envisioned as a representation of the community or as a comment on the character of the community.*

*A single banner, poster or pamphlet delivers a message, promotes a celebration and lives on to commemorate the occasion. The promotion of our heritage conveys our pride in historic preservation and strengthens our ties to the development of the City. A good poster can link the existing historic structures with the Downtown renaissance. Promotions can raise funding for preservation purposes as well as raise our pride and consciousness of our past. Celebrating and promoting our heritage strengthens our identity and stimulates public interest in our historic community.*





## CELEBRATING OUR PAST

### CELEBRATING OUR PAST

The City should confirm the Plan For The Past findings regarding the necessity to celebrate our community's heritage. Projects to undertake include:

#### o Public Art Program

Public art should celebrate the history and unique character of the City. Attention to historical events, people and places in public art can turn a functional city into an enjoyable and entertaining one. Such works of art link us with something broader, older or maybe larger than our daily lives. The type of art can range from interior murals to exterior sculpture.

Art in public places in San Jose should capture something of our Hispanic past, our colorful ethnic mix. It should reflect our surroundings, our agricultural roots and our entrepreneurial vitality. The more a public work, meant to be seen repeatedly by the same audience, refers to our history and past culture, the better. Recently, retail establishments have begun placing artistic works for public viewing on a regular basis as part of their merchandise displays. The power of this developing link between artist and audience is helping to significantly enrich and enliven our culture. The City's heritage and association with historic figures such as Thomas Fallon, T.S. Montgomery, Juan Bautista de Anza, and St. Joseph should be recognized and honored with public statues, murals and paintings.

Another way of bringing attention to our historic structures is to encourage use of these buildings by various groups, including little theatre groups for presentations. For instance, the Fox Theatre would provide an ideal location for various intimate theatre performances, yet at the same time provide a glimpse to attending patrons of our historic past.

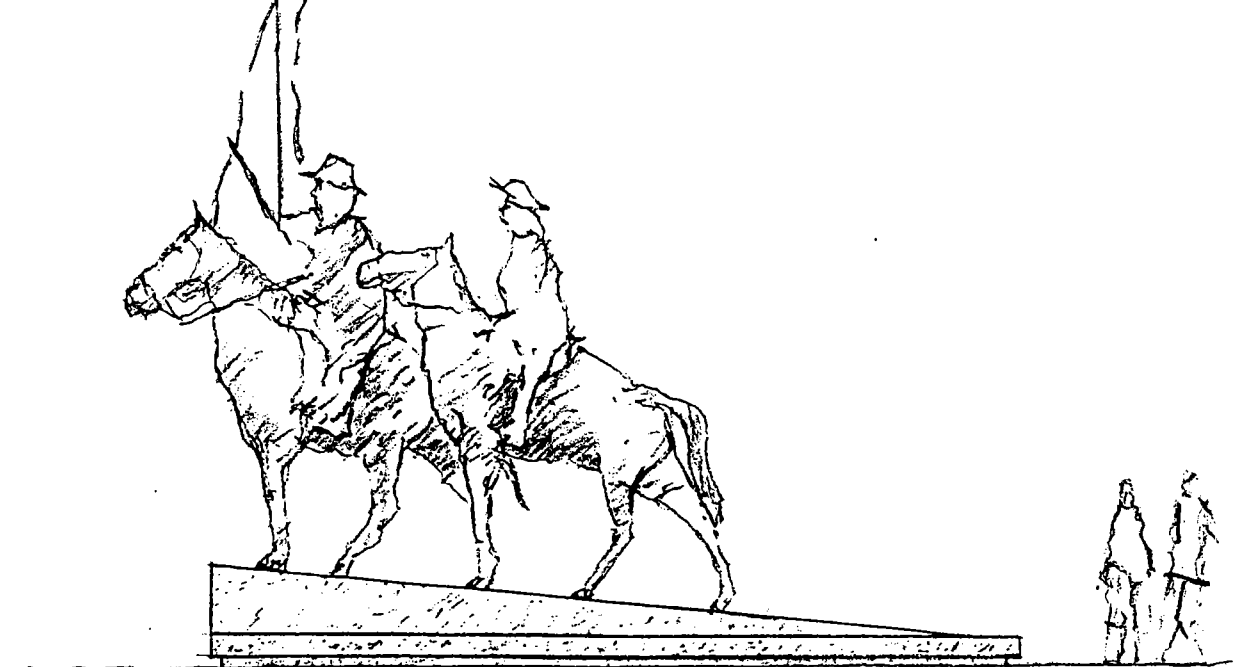
Public art complements the urban landscape. Plazas, parks, streets and even alleys in most great cities contain sculptures of artistic expression that establish cultural continuity between past and present. Areas where public art is displayed should be open and readily accessible to the public.

The Plan For The Past supports the efforts of the City's Public Art Program to develop an Historic Art Review, and recommends incorporating the following four major facets into that program:

## CELEBRATING OUR PAST

1. The Mayor should appoint members of the preservation community to serve on the Art In Public Places Advisory Panel in order to provide greater insight within an historic context of the City's role regarding public art in an historic context.
2. An Art Site and Planning Study should be completed to identify potential sites for the placement of historic sculptures and artworks.
3. Historic figures and events should be included in the City's public art that would further the Plan for the Past's goals of documenting, preserving and celebrating our heritage as well as furthering the goal of the Art In Public Places Plan to celebrate San Jose's cultural and ethnic pluralism.
4. The City Public Art Program should provide funding for historic art projects equally proportional to funding allocated for other types of public art projects in San Jose.

The Plan For The Past encourages new major development to include significant works of public art to enhance the appeal of a new structure. Pieces of art should be designed and located in such a manner that they embellish, distinguish and add definition to the surrounding urban landscape. Designs of public art should be ambitious, brilliant and sensitive to San Jose's cultural contribution.



THOMAS FALLON SCULPTURE

## CELEBRATING OUR PAST

### o Festivals and Events

A festival or fair is a collection of various events oftentimes with a unifying theme which can provide an opportunity for the public to learn about a specific cause. A festival enables people to see what an organization is attempting to do as well as raise money for that purpose. Although the best aspects of many fairs or festivals with historic themes are the convincing demonstrations of pride in workmanship of crafts and the furtherance of salvaging vanishing arts from oblivion, historic fairs can also add to the festive life of communities by presenting entertainment and food long identified with the area. Customs of other lands from which our ancestors came frequently serve as inspiration for folk festivals.

Living History Days is an annual event currently held at the Historical Museum to commemorate San Jose's past. Demonstrations of vintage crafts and displays of turn-of-the-Century machinery are provided. Featured are displays from local ethnic, cultural and historical groups. In addition, San Jose has several festivals with ethnic themes, including Cinco De Mayo and Nihonmachi. Reinstating the Fiesta de la Rosa could help recreate San Jose's history of festival and celebration.

In order to promote and sustain the preservation of our cultural and historic past, The Plan For The Past recommends that at least one fair or festival primarily dedicated to an historic theme be held in the City annually.

### o Tourism

The special physical attributes of California bring millions of tourists here each year. Historic sites, buildings and districts are of primary interest to vacationers and local visitors alike. The San Jose Historical Museum's excellent display and depiction of the San Jose of yesteryear not only preserves, recreates and celebrates our past but contributes significantly to the City's tourism appeal. However, more efforts need to be undertaken to engender tourist interest in the City's historical resources. In recognizing the importance of tourism to our economy, San Jose should use its history, including local heritage and specific important historic events, to attract tourists to the City. San Jose does have historical sites and buildings necessary to entice tourists, but they need to be promoted within a wide geographic area.

The Plan For The Past encourages San Jose to more actively promote itself as a tourist attraction using its historic identity. City promotional material should include sites and events of local historical significance.

## CELEBRATING OUR PAST

**o Historic Photo Exhibits**

The Historic Photo Exhibit was designed and developed as a pictorial view of the history of the Downtown core of the City, enabling the viewer to recognize both the contributions of earlier generations of citizens and our changing lifestyles over the years. The exhibit brings a special perspective to the recent changes that have occurred Downtown, emphasizing the continuity of life in this area and promoting a sense of identity with the City.

The exhibit serves as an outstanding promotional tool for the San Jose Historical Museum. The exhibit has been displayed at various institutions and local business sites to further promote the Downtown revival as well as the preservation of San Jose's history. It provides a sense of the history of the City and the size and composition of the Downtown more than 100 years ago. Viewers of the display are reminded of the importance of preserving photographs and other artifacts that are of interest and value to future generations.

**The Plan For The Past** supports the Historical Photo Exhibit which directly illustrates the historic richness of the City and highlights many of the structures in the City which should be preserved. Furthermore, the Photo Exhibit should be permanently displayed at the Convention Center when it is not on display at other locations.

**o Tours**

The historic building tour is a classic, tried-and-true device both for inspiring public interest and raising money. Historic house tours enable the public to gain insight into how our ancestors lived as well as to give a glimpse into how restoration has been accomplished in privately-owned homes not usually accessible for public viewing. The tour can include both restored and unrestored buildings. The premise behind including buildings in need of restoration is to encourage and inspire public participation for either actually taking on such a project or contributing to its completion.

**The Plan For The Past** promotes the utilization of historical house tours in order to further the efforts of historic preservation by making these structures accessible to the public.

## CELEBRATING OUR PAST

o **Promotions, Posters, Brochures, Banners, Books, Publications and Videos**

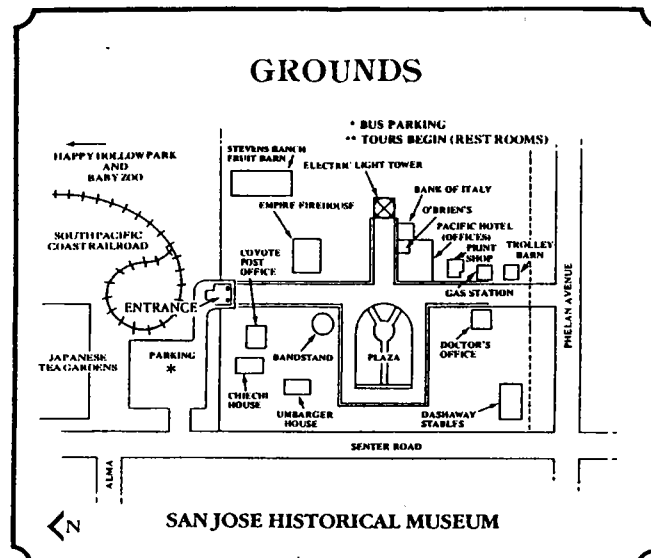
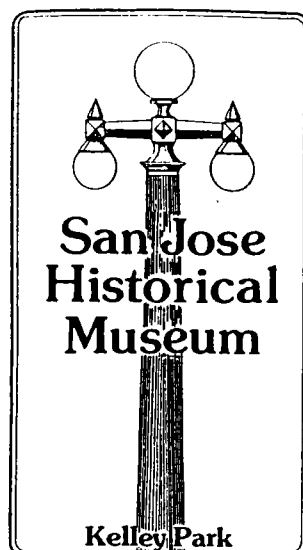
Success in engendering support for historic preservation programs depends on how the community identifies with the program. The program will sell itself best by capitalizing on its special characteristics. The public must feel that they, and their support, are vital to the success of the program. People need to know and identify with the program's goals. Good publicity elicits positive attention from the public and may develop new support and interest in historic preservation.

Brochures describing historic building sites within the City, posters announcing house tours and street fairs and banners identifying historic districts remind the public of the existence of and reasons for historic preservation programs. Interesting and attractive public notices create public interest. Since logos aid in publicity, it would be beneficial if the historic preservation program had a symbol or trademark that appeared on all information regarding the program. Logos help people identify and remember events.

Signs are also important. For older homes or buildings representative of a particular period, small plaques with the date of construction can be attached to the building, suggesting that the building is rooted in the community's history.

Books, articles, and videos describing our history stimulate curiosity and interest in the community's heritage as well as creating a sense of place. Such publications should continue to be encouraged and supported.

The Plan For The Past encourages the publicizing of the historic preservation program as well as any special events or sites that would further preservation efforts.



## CELEBRATING OUR PAST

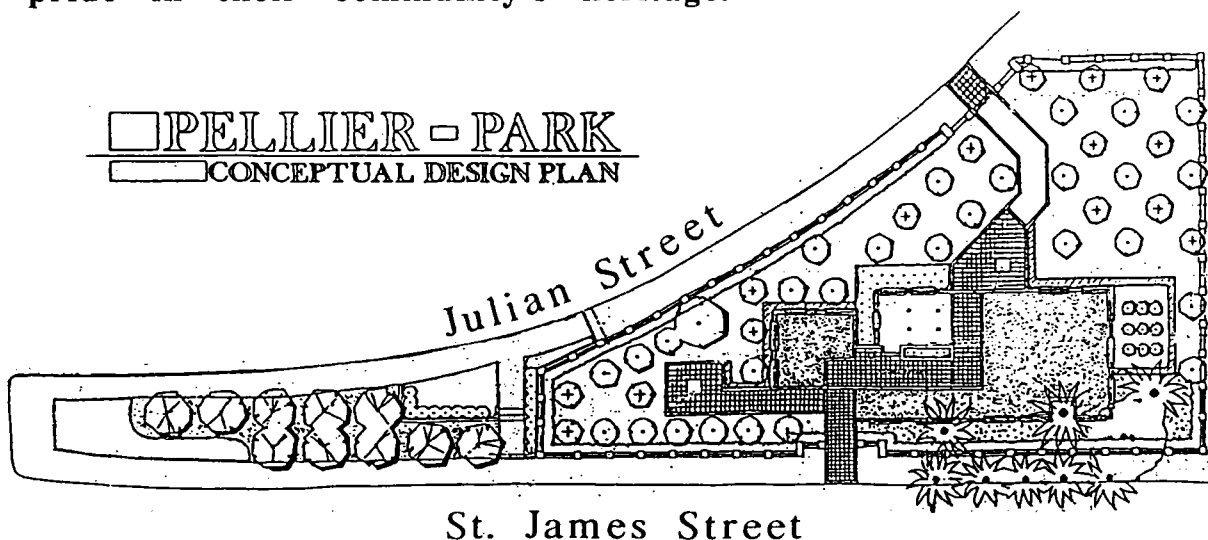
## o Educational and Outreach Programs

One important role of a preservation organization is educating the public in order to enhance appreciation and support for the historic buildings within the community. Developing a preservation constituency requires continual interaction with the public in order to increase understanding of the local historic buildings and their historic and architectural significance. Most successful historic preservation programs are those which maintain a high profile in the community by offering programs and events that provide the opportunity for greater appreciation for historic buildings.

Special lectures or conferences by local or outside experts on subjects related to historic preservation and revitalization issues in the City can be presented. Lectures and slide shows can be given to school children linking old buildings/historic resources in the City to a specific period in history, thereby giving the students a more realistic classroom experience. School group tours of the Historical Museum and Peralta Adobe will also give students a new perspective on the traditional textbook education.

In addition to school groups, the historic preservation program should reach out to as many interested individuals and organizations as possible. Slide shows interpreting local history and architecture can be made available to local civic and church groups. Restoration seminars can provide valuable historic home renovation techniques and may encourage further restoration.

The Plan For The Past promotes the establishment of educational seminars and outreach programs that will encourage and sustain an interest in the history and preservation of historic structures. These educational/outreach programs should focus initially on local elementary and high schools in order to instill in the next generation a sense of pride in their community's heritage.



## SUMMARY ACTION PLAN

### I. DOCUMENTING OUR PAST

- o **City Historic Inventory**

Whereas the existing Inventory presents an excellent foundation, The Plan For The Past encourages completion of additional historical and architectural data in order to develop a complete survey of historic structures. This survey should initially identify areas of significant historic resources within the Downtown Core and Frame areas of the City and ultimately provide a complete citywide survey.

- o **National Register/State Landmark Designation Program**

The Plan For The Past recommends building upon the City's Historic Inventory and Preservation Program to fully document existing structures and promote designation of additional structures on the State and National Registers.

- o **Grant Applications/Government Lobbying**

The Plan For The Past encourages the establishment of a program to pursue funding through grants programs for the preservation of significant historical and archaeological resources. Furthermore, the Plan recommends expanding the level of lobbying efforts at the State and National levels to ensure the continued development and enhancement of our City's preservation efforts.

- o **Historic Preservation Guidelines**

The Plan For The Past recommends the development of the historic preservation guidelines for significant historical sites and/or districts.

- o **Archive, Curation and Collections Programs**

The Plan For The Past recommends the development of an archive, curation and collections program including an archival repository and a program for exhibitions and publications relating to the archives.

### II. PRESERVING AND RECREATING OUR PAST

- o **The Thomas Fallon House/Peralta Adobe Complex**

The Plan For the Past calls for the recognition of the strong historic presence of the Fallon House and Peralta Adobe through their establishment as an historic enclave in equal partnership. The Plan would link the two sites by St. John Street with a street closure between San Pedro and Terraine Streets. This concept would unify the historic buildings in the area and create a special historic complex, which would provide an interpretive living history center on site. This investment would commemorate significant periods of California's past within the

## SUMMARY ACTION PLAN

context of an intense and dense Downtown Core. Furthermore, the Plan For The Past recommends acquisition of additional properties for the historic complex to provide a space to highlight and celebrate the Mexican period of San Jose's history.

- o **The Light Tower**  
The Plan For The Past recommends the recreation of the light tower as an historic image of our development. The light tower should be built either as an historic replica or a symbolic representation. Recognizing the development constraints of today, with height restrictions and dwarfing high rises, the City should prepare an urban design study to find an appropriate site and design that will enable representation of the historic light tower and the progressive spirit that it rekindles from our heritage.
- o **Historic San Jose: A Downtown Walking Tour**  
Sites within each City Council district should be identified and recognized for their historic contribution. In this endeavor, the Plan For the Past recommends development of an historic marker program denoting these sites and a publication program showing, on a Citywide map, the historical remnants of our heritage. These markers, in conjunction with public art and promotions, should commemorate the historic "firsts" in San Jose's history.
- o **Pellier Park Beautification Project**  
The Plan For The Past recommends the completion of the Pellier Park Beautification Project as a tribute to our City's agricultural beginnings. Pellier Park is already a designated City Landmark.
- o **The Fox Theatre**  
The Plan For The Past recommends the completion of the renovation of the Fox Theatre to support the City's growth as a center of performing arts and to provide our community with a rich historic foundation for the Downtown.
- o **The Historic Trolley Project**  
The Plan For The Past recommends the restoration and active use of the historic trolleys in our Downtown and at the Historical Museum.
- o **Historical Museum of San Jose**  
The Plan For The Past supports the continued development of the Historical Museum and its focal point program advancing local history. This Plan supports the Museum Master Plan update, including development of a physical, operational and economic development plan and infrastructure to support a complete museum development.
- o **Statehouse**  
The Plan For The Past recommends the replication of the historic Statehouse.



## SUMMARY ACTION PLAN

- o **Observation Deck**  
The Plan For The Past recommends development of an observation deck in the Downtown enabling panoramic views of San Jose incorporating the San Jose of the 1880's with the San Jose of the 1980's.
- o **Fruit Drying Shed and Orchard**  
The Plan For The Past recommends recreation of an historical orchard and fruit drying shed to demonstrate this community's strong link to its agricultural heritage.
- o **Assist Retail/Commercial Development in Historic Buildings**  
The Plan For The Past encourages continued economic assistance for retail and commercial development in historic structures.

## III.CELEBRATING THE PAST

- o **Public Art Program**  
The Plan For The Past supports the efforts of the City's Public Art Program to develop an Historic Art Review, and recommends incorporating the following four major facets into that program:
  1. The Mayor should appoint members of the preservation community to serve on the Art In Public Places Advisory Panel in order to provide greater insight within an historic context of the city's role regarding public art.
  2. An Art Site and Planning Study should be completed to identify potential sites for the placement of historic sculptures and artworks.
  3. Historic figures and events should be included in the City's public art that would further the Plan for the Past's goals of documenting, preserving and celebrating our heritage as well as furthering the goal of the Art In Public Places Plan to celebrate San Jose's cultural and ethnic pluralism.
  4. The City Public Art Program should provide funding for historic art projects equally proportional to funding allocated for other types of public art projects in San Jose.

The Plan For The Past encourages new development to include significant works of art to enhance the appeal of a new structure. Pieces of art should be designed and located in such a manner that they embellish, distinguish and add definition to the surrounding urban landscape. Designs of public art should be ambitious, brilliant and sensitive to San Jose's cultural contribution.

## SUMMARY ACTION PLAN

**o Festivals and Events**

In order to promote and sustain the preservation of our cultural and historic past, The Plan For The Past recommends that at least one fair or festival primarily dedicated to an historic theme be held in the City annually.

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The Plan For The Past encourages the publicizing of the historic preservation program as well as any special events or sites that would further preservation efforts.

**o Educational and Outreach Programs**

The Plan For The Past promotes the establishment of educational seminars and outreach programs that will encourage and sustain an interest in the history and preservation of historic structures. The educational/outreach programs should focus initially on the local elementary and high schools in order to instill in the next generation a sense of pride in their community's heritage.

## SUMMARY ACTION PLAN

**PROGRAM IMPLEMENTATION MEASURES**

- o The City should encourage the preservation and rehabilitation of the most historically significant structures in order to promote a greater sense of historic awareness and community identity and to enhance the quality of urban living.
- o The City should prepare a complete historic resources survey and inventory of historic structures, sites and districts.
- o The City should increase its program to designate the most valuable historic properties throughout the City as Local, State and National Historic Resources.
- o The City should encourage the identification and development of those sites that represent important contributions from all areas of the City's diverse history, from the early Native American heritage through Santa Clara Valley's rich agricultural development to the renaissance of the Downtown.
- o The City should provide an annual budget to accomplish the goals and objectives of the Plan For The Past and the Historic Preservation Program.
- o The City should continue to develop educational programs relating to local history and should encourage community interest in historical awareness, especially in our schools.
- o The City should provide for an archival program to collect and preserve items of local historical significance.
- o The City, through its San Jose Arts Program and other similar programs/resources, should provide for public art that recognizes the City's historical figures, structures and events.
- o The City should encourage the development or continuance of events, festivals, art projects and promotions that would celebrate our history and the diversity of our ethnic heritage.

## SUMMARY ACTION PLAN

The Plan For The Past provides a framework which articulates thoughtful, effective projects and programs dedicated toward preserving, recreating and celebrating the City's past. Implementation of the Plan For The Past will require coordination and development of the plan's recommendations through the City's Commissions and Committees, as well as the City's Departments and the Redevelopment Agency. The Committee For The Past has identified the following key bodies and departments that will administer and implement the Plan For The Past.

- o FINE ARTS COMMISSION AND THE CONVENTION CULTURAL FACILITIES DEPARTMENT/FINE ARTS OFFICE. Responsible for the administration of Arts in Public Places program and coordination and development of festivals and events.
- o HISTORIC LANDMARKS COMMISSION AND THE DEPARTMENT OF CITY PLANNING. Responsible for the coordination and implementation of the City Historic Preservation Program and Historic Preservation Ordinance.
- o DEPARTMENT OF RECREATION, PARKS AND COMMUNITY SERVICES; HISTORICAL MUSEUM. Responsible for development and maintenance of the San Jose Historical Museum including festivals, events and education and curation programs.
- o THE REDEVELOPMENT AGENCY. Responsible for administration and coordination of historic projects within the designated redevelopment areas as well as the Fine Arts Program for redevelopment projects.

In conjunction with the implementation of the Plan For The Past by the groups identified above the Plan recommends that an annual review of the Plan be conducted by the Historic Landmarks Commission and a steering committee made up of members from the Committee For The Past. The annual review should be conducted through the forum of the Historic Landmarks Commission and consist of the following elements:

- o Review of progress for projects and programs identified in the Plan For The Past.
- o Recommend new projects that may augment and further accomplish the recommendations of the Plan.
- o Recommend annual funding to accomplish goals and projects of the Plan For The Past and the City's Historic Preservation Program.
- o Provide an annual status report to the City Council describing efforts and accomplishments to implement the recommendations of the Plan For The Past.

HISTORIC  
PRESERVATION



FOUNDATION  
OF A  
GREAT CITY